

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

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FRIDAY NIGHT LIVE STUDENTS AND ABC RECOGNIZE 17 BUSINESSES FOR NOT SELLING ALCOHOL TO MINORS

Sacramento - Friday Night Live, a state-wide high school organization that educates students about the dangers of drug and alcohol abuse on the peer level thanked 17 businesses in the Sacramento area Tuesday night, December 28, 2004 for not selling alcohol to minors. The Friday Night Live volunteer decoys participated in an enforcement operation this evening with the California Department of Alcoholic Beverage Control (ABC). 20 locations were checked, three sold alcohol to minors, 17 did not sell alcohol to minors

Friday Night Live approached the ABC several weeks ago to ask if students could participate in a Minor Decoy Program and thank businesses that refused to sell alcohol to persons under the age of 21.

During the evening Minor Decoy Program, the student decoys, under the direct supervision of a law enforcement officer, checked on the compliance of liquor licensees in the Sacramento area by attempting to purchase alcohol.

Friday Night Live helps in the public campaign to educate licensees of their responsibility to check identification and reduce the availability of alcohol to minors. The organization also educates young people about the penalties of trying to purchase, possess, or consume alcoholic beverages. 'I can't tell you how proud I am of these bright, young citizens' said Dr. Jim Kooler, Executive Director of the Friday Night Live Program for California. "They really make a difference in our communities."

ABC Director Jerry R. Jolly said, "These hard working young students are so valuable to the ABC and this State. They give up their time away from family and friends with no pay in order to help us combat the problem of underage drinking and sales of alcohol to minors. Said Jolly, "We expect this increased emphasis on checking liquor licensees for compliance will reduce even more the availability of alcohol to minors."